

1985 SUNDAY/WEEKEND NEWSPAPER READERSHIP DEMOGRAPHIC TABLES
FOR TOTAL UNITED STATES, TOP 100 METROS AND TOP 100 DMA's

Simmons Market Research Bureau



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HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the Sunday/weekend newspaper audience by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (60.0% of the total adult population); and the 100 largest Designated Market Areas (81.3% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population, in thousands. For example, the first table (total adults, by sex) shows that there are 169,460,000 adults in the United States.

The second column under "Total United States" shows that the average Sunday/weekend newspaper audience is 110,255,000 adults, and that this represents 65% of the total adult population. In other words, this is the net reach of the Sunday/weekend newspaper on an average weekend, expressed as a number and a percentage.

The third column headed "Gross Imp/GRP's" takes into account those adults who read more than one Sunday/weekend newspaper. The top figure in this column shows that on an average Sunday/weekend the newspaper generates 125,750,000 gross impressions. The bottom figure shows that this is equivalent to 74 gross rating points (or impressions per 100 people). The GRP's for any number of Sunday/weekends can be determined by multiplying that number

by the one-time figure. For example, the GRP's generated for total adults over any four Sunday/weekends is 4×74 , or 296 GRP's.

The source for all figures shown is the 1985 Study of Media and Markets, by Simmons Market Research Bureau.

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	-----			-----			-----		
	READ ANY	GROSS IMP/		READ ANY	GROSS IMP/		READ ANY	GROSS IMP/	
	YESTERDAY	GRP'S		YESTERDAY	GRP'S		YESTERDAY	GRP'S	
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL ADULTS	169460	110255	125750	101643	73845	83498	137713	93555	106534
		65%	74		73%	82		68%	77
MALES	80052	52879	60642	48323	35519	40414	65293	44804	51256
		66%	76		74%	84		69%	79
FEMALES	89408	57376	65108	53320	38325	43084	72419	48750	55278
		64%	73		72%	81		67%	76

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28611	16862 59%	18692 65	17738	11796 67%	12061 73	23171	14547 63%	15930 69
AGE 25-34	40058	25837 64%	29050 73	24474	17781 73%	20018 82	32273	21836 68%	24578 76
AGE 35-44	30132	20770 69%	23894 79	18576	13968 75%	15888 86	24909	17665 71%	20327 82
AGE 45-54	22317	15462 69%	18183 81	13243	10000 76%	11558 87	18078	12942 72%	15196 84
AGE 55-64	21993	15133 69%	17426 79	12800	9840 77%	11221 88	18279	13050 71%	15034 82
AGE 65+	26350	16192 61%	18507 70	14810	10460 71%	11953 81	21004	13515 64%	15469 74
AGE 18-49	110638	71326 64%	81042 73	67565	48575 72%	54659 81	89907	60727 68%	68846 77

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)
AGE 18-24	14056	8615 61%	9552 68	8894	6098 69%	6677 75	11611	7580 65%	8354 72
AGE 25-34	19681	12712 65%	14268 72	11894	8642 73%	9621 81	15871	10657 67%	11944 75
AGE 35-44	14659	10103 69%	11665 80	9155	6869 75%	7937 87	12224	8548 70%	9864 81
AGE 45-54	10805	7463 69%	8965 83	6296	4725 75%	5592 89	8719	6217 71%	7442 85
AGE 55-64	10181	6874 68%	7961 78	6102	4589 75%	5278 86	8385	5861 70%	6776 81
AGE 65+	10670	7113 67%	8231 77	5982	4596 77%	5310 89	8483	5942 70%	6876 81
AGE 18-49	54025	35125 65%	39914 74	33207	24014 72%	27092 82	44284	29965 68%	34019 77

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)	GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)	GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)	GRP'S (IN 000'S)
AGE 18-24	14555	8247 57%	9139 63	8844	5698 64%	6184 70	11560	6967 60%	7576 66
AGE 25-34	20377	13124 64%	14782 73	12580	9139 73%	10397 83	16402	11179 68%	12634 77
AGE 35-44	15473	10666 69%	12229 79	9421	7099 75%	7951 84	12685	9117 72%	10463 82
AGE 45-54	11511	7999 69%	9218 80	6948	5275 76%	5966 86	9358	6725 72%	7754 83
AGE 55-64	11812	8259 70%	9465 80	6699	5251 78%	5943 89	9894	7189 73%	8258 83
AGE 65+	15680	9080 58%	10276 66	8828	5864 66%	6642 75	12521	7573 60%	8593 69
AGE 18-49	56613	36201 64%	41128 73	34358	24562 71%	27567 80	45623	30762 67%	34826 76

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	43705	20250 46%	22154 51	22207	12472 56%	13609 61	34849	17233 49%	18837 54
HIGH SCHOOL GRADUATE	61591	41335 67%	46872 76	37154	27385 74%	30808 83	49810	34902 70%	39492 79
ONE TO THREE YEARS COLLEGE	35475	25350 71%	29064 82	21793	16737 77%	18921 87	28483	21174 74%	24330 85
COLLEGE GRADUATE	28689	23320 81%	27661 96	20409	17251 85%	20161 99	24570	20246 82%	23874 97

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
	-----			-----			-----		
SOME HIGH SCHOOL OR LESS	20609	9676 47%	10551 51	10191	5881 58%	6410 63	16296	8165 50%	8905 55
HIGH SCHOOL GRADUATE	26650	17834 67%	20426 77	16010	11738 73%	13390 84	21486	14935 70%	17058 79
ONE TO THREE YEARS COLLEGE	16723	12226 73%	14007 84	10721	8181 76%	9231 86	13751	10326 75%	11851 86
COLLEGE GRADUATE	16071	13143 82%	15658 97	11401	9719 85%	11384 100	13761	11379 83%	13443 98

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
SOME HIGH SCHOOL OR LESS	23096	10575 46%	11603 50	12096	6591 54%	7199 60	18553	9068 49%	9933 54
HIGH SCHOOL GRADUATE	34942	23501 67%	26446 76	21143	15647 74%	17418 82	28324	19967 70%	22435 79
ONE TO THREE YEARS COLLEGE	18752	13124 70%	15057 80	11072	8556 77%	9690 88	14732	10849 74%	12479 85
COLLEGE GRADUATE	12618	10177 81%	12003 95	9009	7532 84%	8777 97	10810	8866 82%	10431 96

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)
\$35,000 & OVER	50851	40633 80%	47815 94	37021	30363 82%	35287 95	44830	36096 81%	42503 95
\$25,000-\$34,999	31650	22134 70%	25153 79	19614	14755 75%	16610 85	26162	18699 71%	21192 81
\$20,000-\$24,999	18523	12160 66%	13699 74	10100	7371 73%	8201 81	14351	9814 68%	10917 76
\$15,000-\$19,999	15987	9644 60%	10955 69	8800	6056 69%	6720 76	12114	7798 64%	8825 73
\$10,000-\$14,999	23682	12811 54%	14191 60	12633	7932 63%	8724 69	18723	10876 58%	12003 64
UNDER \$10,000	28767	12671 45%	13939 48	13474	7369 55%	7956 59	21533	10272 48%	11093 52

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)
\$35,000 & OVER	26801	21545 80%	25322 94	19532	16051 82%	18495 95	23640	19099 81%	22371 95
\$25,000-\$34,999	16006	11066 69%	12747 80	9697	7246 75%	8323 86	13114	9295 71%	10658 81
\$20,000-\$24,999	8606	5632 65%	6396 74	4667	3366 72%	3815 82	6771	4523 67%	5115 76
\$15,000-\$19,999	7347	4434 60%	4974 68	4146	2874 69%	3184 77	5561	3576 64%	3994 72
\$10,000-\$14,999	11021	5893 53%	6591 60	5860	3628 62%	4036 69	8725	5014 57%	5570 64
UNDER \$10,000	10272	4308 42%	4613 45	4420	2355 53%	2563 58	7483	3296 44%	3547 47

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)
\$35,000 & OVER	24050	19088 79%	22493 94	17489	14311 82%	16792 96	21189	16997 80%	20132 95
\$25,000-\$34,999	15644	11068 71%	12407 79	9917	7509 76%	8288 84	13048	9403 72%	10534 81
\$20,000-\$24,999	9917	6529 66%	7303 74	5433	4005 74%	4386 81	7580	5291 70%	5802 77
\$15,000-\$19,999	8641	5210 60%	5980 69	4654	3182 68%	3536 76	6553	4221 64%	4831 74
\$10,000-\$14,999	12662	6918 55%	7600 60	6773	4304 64%	4689 69	9998	5861 59%	6433 64
UNDER \$10,000	18495	8563 46%	9325 50	9054	5014 55%	5393 60	14051	6976 50%	7547 54

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)		TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)		TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)	
EMPLOYED	102065	69458 68%	79696 78	62690	46756 75%	53129 85	83445	58981 71%	67572 81
FULL TIME	88763	60523 68%	69298 78	54729	40914 75%	46282 85	72700	51503 71%	58813 81
PART TIME	13303	8935 67%	10398 78	7961	5843 73%	6847 86	10745	7478 70%	8759 82
NOT EMPLOYED	67395	40797 61%	46054 68	38953	27088 70%	30369 78	54268	34574 64%	38962 72

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	56764	38816	44556	35306	26321	29973	46820	33139	38004
		68%	78		75%	85		71%	81
FULL TIME	53010	36373	41597	33028	24706	28010	43686	31086	35540
		69%	78		75%	85		71%	81
PART TIME	3754	2443	2959	2277	1615	1964	3134	2052	2464
		65%	79		71%	86		65%	79
NOT EMPLOYED	23288	14063	16086	13017	9198	10441	18474	11666	13252
		60%	69		71%	80		63%	72

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
EMPLOYED	45302	30642 68%	35140 78	27384	20435 75%	23156 85	36625	25842 71%	29568 81
FULL TIME	35753	24151 68%	27701 77	21701	16207 75%	18273 84	29014	20416 70%	23273 80
PART TIME	9549	6492 68%	7439 78	5684	4228 74%	4883 86	7612	5426 71%	6295 83
NOT EMPLOYED	44107	26734 61%	29969 68	25936	17890 69%	19928 77	35794	22908 64%	25710 72

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
PROFESSIONAL, MANAGER	26470	21232 80%	25046 95	18563	15394 83%	17880 96	22621	18356 81%	21645 96
CLERICAL, SALES	31679	22473 71%	25736 81	20691	15888 77%	18010 87	26007	19220 74%	21844 84
CRAFTSMEN, FOREMEN	12857	7706 60%	8570 67	7229	4823 67%	5308 73	10298	6427 62%	7151 69
OTHER EMPLOYED	31060	18047 58%	20343 65	16207	10651 66%	11931 74	24519	14977 61%	16932 69

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES* BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
	-----			-----			-----		
PROFESSIONAL, MANAGER	15165	12352 81%	14551 96	10865	9050 83%	10533 97	13071	10715 82%	12604 96
CLERICAL, SALES	11265	8474 75%	9964 88	7844	6225 79%	7209 92	9784	7501 77%	8729 89
CRAFTSMEN, FOREMEN	11802	7053 60%	7874 67	6663	4426 66%	4906 74	9438	5857 62%	6559 69
OTHER EMPLOYED	18531	10938 59%	12168 66	9935	6620 67%	7325 74	14527	9066 62%	10111 70

SOURCE: 1985 SMRB/SHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)		TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)		TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)	
PROFESSIONAL, MANAGER	11305	8881 79%	10495 93	7698	6344 82%	7347 95	9550	7641 80%	9041 95
CLERICAL, SALES	20414	13999 69%	15772 77	12847	9663 75%	10801 84	16223	11720 72%	13115 81
OTHER EMPLOYED	13583	7763 57%	8872 65	6839	4428 65%	5008 73	10851	6481 60%	7412 68

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
SINGLE	36345	23189 64%	26522 73	24880	17168 69%	19419 78	30816	20428 66%	23242 75
MARRIED	103592	70717 68%	80851 78	59628	45699 77%	51759 87	83259	59378 71%	67810 81
WIDOWED, DIVORCED, SEPARATED	29524	16348 55%	18377 62	17135	10977 64%	12320 72	23638	13749 58%	15481 65

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)		TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)		TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)	
SINGLE	20270	12715 63%	14375 71	13612	9311 68%	10460 77	17155	11206 65%	12661 74
MARRIED	51466	35685 69%	41179 80	29998	23241 77%	26579 89	41557	29913 72%	34425 83
WIDOWED, DIVORCED, SEPARATED	8316	4479 54%	5088 61	4713	2968 63%	3375 72	6582	3686 56%	4170 63

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)	GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)	GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)	GRP'S (IN 000'S)
SINGLE	16075	10474 65%	12147 76	11269	7858 70%	8959 80	13661	9222 68%	10581 77
MARRIED	52125	35033 67%	39672 76	29630	22458 76%	25180 85	41702	29465 71%	33386 80
WIDOWED, DIVORCED, SEPARATED	21208	11869 56%	13289 63	12422	8010 64%	8945 72	17056	10063 59%	11311 66

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
ONE OR TWO PEOPLE IN HOUSEHOLD	72589	46577 64%	52893 73	43400	31071 72%	35033 81	58868	39323 67%	44537 76
THREE OR FOUR PEOPLE IN HOUSEHOLD	68502	45556 67%	52253 76	40959	30289 74%	34447 84	55758	38871 70%	44591 80
FIVE OR MORE PEOPLE IN HOUSEHOLD	28369	18122 64%	20603 73	17284	12485 72%	14018 81	23087	15360 67%	17406 75

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
ONE OR TWO PEOPLE IN HOUSEHOLD	32676	21571 66%	24802 76	19850	14493 73%	16503 83	26618	18143 68%	20719 78
THREE OR FOUR PEOPLE IN HOUSEHOLD	33306	22231 67%	25594 77	19804	14742 74%	16849 85	26890	18768 70%	21619 80
FIVE OR MORE PEOPLE IN HOUSEHOLD	14070	9077 65%	10246 73	8669	6285 72%	7063 81	11786	7893 67%	8918 76

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
ONE OR TWO PEOPLE IN HOUSEHOLD	39913	25007 63%	28091 70	23551	16578 70%	18530 79	32250	21180 66%	23818 74
THREE OR FOUR PEOPLE IN HOUSEHOLD	35196	23324 66%	26660 76	21155	15547 73%	17599 83	28868	20103 70%	22972 80
FIVE OR MORE PEOPLE IN HOUSEHOLD	14298	9045 63%	10357 72	8615	6200 72%	6955 81	11301	7467 66%	8488 75

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)		(IN 000'S)	TOTALS (IN 000'S)		(IN 000'S)	TOTALS (IN 000'S)		(IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	57607	36358 63%	41353 72	34293	24576 72%	27668 81	46110	30698 67%	34833 76
2 EMP. ADULTS IN HOUSEHOLD	57179	39750 70%	45656 80	34733	26184 75%	29849 86	46710	33553 72%	38482 82
3 EMP. ADULTS IN HOUSEHOLD	14517	10037 69%	11572 80	9480	7114 75%	8048 85	12474	8926 72%	10307 83
4 EMP. ADULTS IN HOUSEHOLD	4478	3177 71%	3695 83	3276	2458 75%	2810 86	3025	2781 73%	3215 84
5+ EMP. ADULTS IN HOUSEHOLD	1158*	815** 70%	1029** 89	883**	679** 77%	872** 99	1142*	815** 71%	1029** 90

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	27612	17537 64%	20053 73	16528	11958 72%	13487 82	21995	14678 67%	16680 76
2 EMP. ADULTS IN HOUSEHOLD	27613	19375 70%	22355 81	17050	12787 75%	14689 86	22872	16409 72%	18944 83
3 EMP. ADULTS IN HOUSEHOLD	7920	5540 70%	6392 81	5067	3923 77%	4491 89	6705	4945 74%	5687 85
4 EMP. ADULTS IN HOUSEHOLD	2039	1488 73%	1655 81	1510	1101* 73%	1191* 79	1829	1365 75%	1532 84
5+ EMP. ADULTS IN HOUSEHOLD	746**	458** 61%	550** 74	503**	338** 67%	410** 82	746**	458** 61%	550** 74

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
1 EMP. ADULT IN HOUSEHOLD	29996	18821 63%	21300 71	17765	12618 71%	14181 80	24115	16020 66%	18152 75
2 EMP. ADULTS IN HOUSEHOLD	29567	20376 69%	23302 79	17683	13397 76%	15160 86	23838	17143 72%	19538 82
3 EMP. ADULTS IN HOUSEHOLD	6596	4498 68%	5180 79	4413	3192 72%	3557 81	5769	3980 69%	4620 80
4 EMP. ADULTS IN HOUSEHOLD	2439	1689 69%	2040 84	1767*	1357* 77%	1619* 92	1996	1416* 71%	1683* 84
5+ EMP. ADULTS IN HOUSEHOLD	413**	358** 87%	479** 116	380**	341** 90%	463** 122	396**	358** 90%	479** 121

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
WHITE	147469	98111 67%	112076 76	86918	64034 74%	72377 83	119389	82373 69%	93945 79
BLACK	18302	10326 56%	11577 63	12079	8359 69%	9474 78	15395	9693 63%	10901 71
OTHER	3689	1818 49%	2097 57	2645	1452 55%	1647 62	2928	1488 51%	1688 58

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEKEND READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S (IN 000'S)
WHITE	70147	47272 67%	54322 77	41746	31042 74%	35349 85	57021	39705 70%	45533 80
BLACK	8168	4665 57%	5260 64	5341	3735 70%	4278 80	6908	4368 63%	4952 72
OTHER	1737	942 54%	1061 61	1236	742 60%	787 64	1364	731 54%	771 57

SOURCE: 1985 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S (IN 000'S)
WHITE	77323	50839 66%	57754 75	45172	32992 73%	37028 82	62369	42668 68%	48412 78
BLACK	10134	5660 56%	6318 62	6738	4624 69%	5195 77	8487	5325 63%	5949 70
OTHER	1952	877 45%	1036 53	1410	709 50%	860 61	1564	757 48%	916 59

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
NORTHEAST	36974	28786	34977	28521	22743	27250	33995	26409	31700
		78%	95		80%	96		78%	93
NORTH CENTRAL	42557	28733	32452	21486	16325	18283	32165	22744	25987
		68%	76		76%	85		71%	81
SOUTH	57701	32545	36072	29543	20316	22016	45741	27906	30667
		56%	63		69%	75		61%	67
WEST	32228	20191	22249	22094	14461	15950	25812	16496	18179
		63%	69		65%	72		64%	70

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S	TOTALS (IN 000'S)	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/GRP'S
NORTHEAST	17421	13841	16914 79%	13406	10890	13148 81%	16050	12706	15341 79%
NORTH CENTRAL	20153	13596	15371 67%	10339	7680	8668 74%	15312	10608	12123 69%
SOUTH	27146	10544	17351 57%	14038	9816	10718 70%	21627	13399	14836 62%
WEST	15332	9899	11006 65%	10539	7133	7881 68%	12305	8091	8955 66%

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)	GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)	GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY GROSS IMP/ YESTERDAY GRP'S (IN 000'S)	GRP'S (IN 000'S)
NORTHEAST	19554	14945 76%	18063 92	15114	11853 78%	14102 93	17945	13704 76%	16360 91
NORTH CENTRAL	22404	15138 68%	17081 76	11147	8645 78%	9615 86	16853	12135 72%	13864 82
SOUTH	30555	17002 56%	18721 61	15504	10499 68%	11298 73	24114	14507 60%	15831 66
WEST	16896	10292 61%	11243 67	11555	7328 63%	8069 70	13507	8405 62%	9224 68

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
METROPOLITAN CENTRAL CITY	50827	35941 71%	39584 78	38586	27558 71%	30321 79	44029	31495 72%	34563 79
SUBURBAN	77471	54999 71%	63259 82	63057	46287 73%	53177 84	71735	51676 72%	59445 83
NON- METROPOLITAN	41162	19315 47%	22907 56	0**	0** 0%	0** 0	21949	10384 47%	12526 57

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
METROPOLITAN									
CENTRAL CITY	23602	17002	18784	18021	13160	14492	20505	14906	16364
		72%	80		73%	80		73%	80
SUBURBAN	37277	26662	30910	30302	22360	25922	34585	25056	29044
		72%	83		74%	86		72%	84
NON-									
METROPOLITAN	19173	9214	10948	0**	0**	0**	10203	4842	5848
		48%	57		0%	0		47%	57

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN									
CENTRAL CITY	27225	18939	20800	20566	14398	15829	23524	16589	18199
		70%	76		70%	77		71%	77
SUBURBAN	40194	28337	32349	32755	23927	27255	37150	26619	30400
		71%	80		73%	83		72%	82
NON-									
METROPOLITAN	21989	10101	11960	0**	0**	0**	11746	5542	6678
		46%	54		0%	0		47%	57

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY YESTERDAY TOTALS (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)		READ ANY YESTERDAY TOTALS (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)		READ ANY YESTERDAY TOTALS (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	
RESIDENCE OWNED	110551	80658 68%	92857 78	68664	52882 77%	60290 88	95408	68199 71%	78382 82
VALUE OF RESIDENCE -									
\$100,000+	20446	16512 81%	19825 97	16752	13919 83%	16606 99	18663	15384 82%	18530 99
\$70,000 - \$99,999	25742	19609 76%	22632 88	18438	14605 79%	16593 90	22814	17531 77%	20183 88
\$50,000 - \$69,999	23370	16328 70%	18343 78	13356	9991 75%	11046 83	19476	13819 71%	15546 80
\$40,000 - \$49,999	12712	8511 67%	9561 75	6619	4780 72%	5249 79	9782	6679 68%	7432 76
\$30,000 - \$39,999	14237	8199 58%	9232 65	5458	3904 72%	4383 80	9721	6074 62%	6824 70
< \$30,000	19029	9063 48%	10510 55	5305	3440 65%	3865 73	12059	6342 53%	7188 60
DO NOT OWN A RESIDENCE	50909	29597 58%	32893 65	32979	20963 64%	23208 70	42305	25356 60%	28152 67

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)	TOTALS (IN 000'S)	READ ANY YESTERDAY	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	56689	39334 69%	45553 80	33134	25923 78%	29760 90	45747	33276 73%	38463 84
VALUE OF RESIDENCE -									
\$100,000+	10162	8440 83%	10186 100	8239	7004 85%	8360 101	9332	7866 84%	9471 101
\$70,000 - \$99,999	12846	10019 78%	11723 91	9150	7410 81%	8506 93	11443	8964 78%	10472 92
\$50,000 - \$69,999	11078	7661 69%	8623 78	6226	4703 76%	5232 84	9123	6410 70%	7205 79
\$40,000 - \$49,999	5975	4034 68%	4573 77	3079	2256 73%	2506 81	4631	3220 70%	3619 78
\$30,000 - \$39,999	6362	3702 58%	4218 66	2491	1736 70%	1948 78	4078	2613 64%	2965 73
< \$30,000	8753	4187 48%	4759 54	2583	1629 63%	1846 71	5666	2932 52%	3280 58
DO NOT OWN A RESIDENCE	23363	13545 58%	15089 65	15189	9596 63%	10654 70	19547	11528 59%	12792 65

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
RESIDENCE OWNED	61862	41325 67%	47304 76	35530	26958 76%	30530 86	49661	34923 70%	39919 80
VALUE OF RESIDENCE -									
\$100,000+	10285	8073 78%	9639 94	8513	6914 81%	8246 97	9332	7518 81%	9059 97
\$70,000 - \$99,999	12896	9590 74%	10910 85	9288	7194 77%	8087 87	11372	8566 75%	9711 85
\$50,000 - \$69,999	12292	8667 71%	9720 79	7130	5288 74%	5815 82	10353	7409 72%	8340 81
\$40,000 - \$49,999	6737	4478 66%	4988 74	3540	2524 71%	2743 77	5152	3459 67%	3813 74
\$30,000 - \$39,999	7875	4496 57%	5014 64	2968	2169 73%	2435 82	5643	3460 61%	3859 68
< \$30,000	10276	4875 47%	5751 56	2722	1812 67%	2019 74	6393	3410 53%	3909 61
DO NOT OWN A RESIDENCE	27546	16052 58%	17804 65	17790	11367 64%	12554 71	22758	13828 61%	15359 67

SOURCE: 1985 SMRB/SMM

THE AVERAGE WEEKEND AUDIENCE OF THE SUNDAY/WEEKEND NEWSPAPER:

1986 DEMOGRAPHIC TABLES FOR

TOTAL UNITED STATES, TOP 100 METROS AND TOP 100 ADIs

SIMMONS MARKET RESEARCH BUREAU



Newspaper Advertising Bureau, Inc. 1180 Avenue of the Americas, New York, New York 10036 (212) 921-5080

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HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the Sunday/weekend newspaper audience by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (58.6% of the total adult population); and the 100 largest Areas of Dominant Influence (84.2% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population, in thousands. For example, the first table (total adults, by sex) shows that there are 171,205,000 adults in the United States.

The second column under "Total United States" shows that the average Sunday/weekend newspaper audience is 109,775,000 adults, and that this represents 64% of the total adult population. In other words, this is the net reach of the Sunday/weekend newspaper on an average weekend, expressed as a number and a percentage.

The third column headed "Gross Imp/GRPs" takes into account those adults who read more than one Sunday/weekend newspaper. The top figure in this column shows that on an average Sunday/weekend the newspaper generates 123,774,000 gross impressions. The bottom figure shows that this is equivalent to 72 gross rating points (or impressions per 100 people). The GRPs for any number of Sunday/weekends can be determined by multiplying that number by the one-time figure. For example, the GRPs generated for total adults over any four Sunday/weekends is 4×72 , or 288 GRPs.

The source for all population and audience estimates shown is the 1986 Study of Media & Markets, by Simmons Market Research Bureau.

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY SEX)

	<u>TOTAL UNITED STATES</u>			<u>TOP 100 METROS</u>			<u>TOP 100 ADIS</u>		
		<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>	
	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>		<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>		<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	
TOTAL ADULTS	171205	109775 64%	123774 72	100400	70819 71%	79651 79	144165	94022 65%	106405 74
MALES	80940	52333 65%	59486 73	47564	34015 72%	38443 81	68057	44757 66%	51087 75
FEMALES	90265	57442 64%	64288 71	52836	36805 70%	41209 78	76108	49265 65%	55317 73

SOURCE: 1986 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY AGE)

	<u>TOTAL UNITED STATES</u>			<u>TOP 100 METROS</u>			<u>TOP 100 ADIS</u>		
		<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>	
	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	<u>(IN 000'S)</u>	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	<u>(IN 000'S)</u>	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	<u>(IN 000'S)</u>
AGE 18-24	28015	15922 57%	17312 62	16877	10801 64%	11764 70	23662	13690 58%	14949 63
AGE 25-34	40789	25979 64%	28857 71	24091	16601 69%	18299 76	34093	22025 65%	24526 72
AGE 35-44	30748	20696 67%	23436 76	18423	13639 74%	15369 83	25929	17875 69%	20304 78
AGE 45-54	22492	15020 67%	17595 78	13209	9716 74%	11416 86	18940	12952 68%	15349 81
AGE 55-64	22214	15440 70%	17944 81	12809	9640 75%	11224 88	18875	13198 70%	15367 81
AGE 65+	26947	16717 62%	18629 69	14990	10423 70%	11579 77	22667	14282 63%	15909 70
AGE 18-49	111287	70333 63%	78519 71	66211	45998 69%	51149 77	93566	60305 64%	67584 72

SOURCE: 1986 SMRB/SHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MAILED BY AHE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
AGE 18-24	13748	7905 57%	8725 63	8021	5125 64%	5660 71	11525	6662 58%	7406 64
AGE 25-34	20065	13071 65%	14769 74	12135	8443 70%	9400 77	16801	11088 66%	12559 75
AGE 35-44	15128	10211 67%	11598 77	8980	6776 75%	7645 85	12731	8852 70%	10072 79
AGE 45-54	10768	7047 65%	8210 76	6375	4673 73%	5463 86	9028	6048 67%	7105 79
AGE 55-64	10299	7152 69%	8364 81	5922	4531 77%	5322 90	8754	6169 70%	7260 83
AGE 65+	10932	6947 64%	7819 72	6130	4467 73%	4952 81	9219	5938 64%	6685 73
AGE 18-49	54790	34968 64%	39419 72	32685	22897 70%	25650 78	45979	29893 65%	33830 74

SOURCE: 1986 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADLS		
	READ ANY GROSS IMP/ YESTERDAY TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY TOTALS (IN 000'S) (IN 000'S)		
AGE 18-24	14267	8017 56%	8587 60	8856	5676 64%	6104 69	12137	7028 58%	7544 62
AGE 25-34	20724	12908 62%	14088 68	11956	8158 68%	8899 74	17291	10937 63%	11967 69
AGE 35-44	15620	10485 67%	11838 76	9443	6863 73%	7724 82	13198	9023 68%	10232 78
AGE 45-54	11724	7973 68%	9384 80	6834	5043 74%	5953 87	9913	6904 70%	8244 83
AGE 55-64	11915	8289 70%	9580 80	6887	5108 74%	5901 86	10121	7029 69%	8107 80
AGE 65+	16015	9770 61%	10810 67	8859	5956 67%	6627 75	13448	8344 62%	9224 69
AGE 18-49	56497	35365 63%	39100 69	33526	23101 69%	25499 76	47586	30412 64%	33754 71

SOURCE: 1984 SHRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
SOME HIGH SCHOOL OR LESS	43799	20207 46%	21981 50	22503	12097 54%	13084 58	36743	17305 47%	18842 51
HIGH SCHOOL GRADUATE	67462	44170 65%	48987 73	39196	27848 71%	30780 79	56584	37454 66%	41669 74
ONE TO THREE YEARS COLLEGE	30538	21953 72%	25073 82	18792	14240 76%	16166 86	25373	18578 73%	21348 84
COLLEGE GRADUATE	29406	23445 80%	27732 94	19907	16635 84%	19618 99	25463	20685 81%	24546 96

SOURCE: 1986 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
SOME									
HIGH SCHOOL									
OR LESS	20386	9485 47%	10382 51	10213	5503 54%	5981 59	17013	7982 47%	8755 51
HIGH SCHOOL									
GRADUATE	29637	19044 64%	21193 72	16928	12107 72%	13412 79	24562	15998 65%	17884 73
ONE TO THREE									
YEARS COLLEGE	14610	10599 73%	12159 83	9339	7092 76%	8023 86	12222	9066 74%	10454 86
COLLEGE									
GRADUATE	16307	13205 81%	15751 97	11084	9313 84%	11027 99	14261	11711 82%	13995 98

SOURCE: 1984 SMRB/RMM

AVERAGE SUNDAY/WEKEND READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
SOME HIGH SCHOOL OR LESS	23413	10722 46%	11598 50	12292	6594 54%	7105 58	19730	9323 47%	10087 51
HIGH SCHOOL GRADUATE	37825	25125 66%	27793 73	22268	15741 71%	17368 78	32025	21456 67%	23785 74
ONE TO THREE YEARS COLLEGE	15928	11354 71%	12916 81	9452	7148 76%	8144 86	13152	9512 72%	10894 83
COLLEGE GRADUATE	13099	10240 78%	11980 91	8823	7322 83%	8591 97	11202	8974 80%	10552 94

SOURCE: 1986 SMRB/HMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADTS		
	TOTALS (IN 000'S)			TOTALS (IN 000'S)			TOTALS (IN 000'S)		
	READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S		
	(IN 000'S)			(IN 000'S)			(IN 000'S)		
\$50,000 OR MORE	23947	19083 80%	22651 95	18285	14859 81%	17712 97	21468	17242 80%	20533 96
\$40,000 OR MORE	43026	34090 79%	39702 92	31560	25488 81%	29710 94	38304	30469 80%	35633 93
\$30,000 OR MORE	70000	53606 77%	62025 89	47778	38035 80%	43856 92	61034	47112 77%	54672 90
\$20,000-29,999	36222	23283 64%	26154 72	20245	14206 70%	15847 78	29922	19531 65%	22103 74
\$10,000-19,999	38896	21833 56%	23663 61	20162	12537 62%	13463 67	32161	18341 57%	19861 62
UNDER \$10,000	26087	11053 42%	11932 46	12215	6040 49%	6485 53	21048	9038 43%	9769 46

SOURCE: 1986 SMRB/SHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADJS		
	READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
\$50,000 OR MORE	13157	10420 79%	12413 94	9951	8104 81%	9704 98	11772	9420 80%	11265 96
\$40,000 OR MORE	22668	17923 79%	20859 92	16508	13380 81%	15642 95	20163	16064 80%	18780 93
\$30,000 OR MORE	35909	27398 76%	31885 89	24391	19423 80%	22519 92	31319	24104 77%	28130 90
\$20,000-\$29,999	17923	11458 64%	12838 72	10000	6986 70%	7715 77	14896	9634 65%	10905 73
\$10,000-\$19,999	17371	9792 56%	10755 62	8783	5651 64%	6118 70	14116	8099 57%	8978 63
UNDER \$10,000	9736	3685 38%	4007 41	4391	1954 45%	2091 48	7726	2919 38%	3174 41

SOURCE: 1986 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS (IN 000'S)			TOTALS (IN 000'S)			TOTALS (IN 000'S)		
	READ ANY GROSS IMP/ YESTERDAY (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY (IN 000'S)		
	ORP'S			ORP'S			ORP'S		
\$50,000 OR MORE	10790	8664 80%	10238 95	8335	6755 81%	8008 96	9696	7822 81%	9288 96
\$40,000 OR MORE	20357	16167 79%	18843 93	15053	12108 80%	14068 93	18141	14405 79%	14853 93
\$30,000 OR MORE	34091	26207 77%	30140 88	23388	18612 80%	21337 91	29715	23008 77%	26542 89
\$20,000-\$29,999	18298	11825 65%	13316 73	10246	7220 70%	8132 79	15026	9897 66%	11197 75
\$10,000-\$19,999	21525	12041 56%	12908 60	11379	6887 61%	7345 65	18045	10242 57%	10983 61
UNDER \$10,000	16350	7368 45%	7925 48	7824	4086 52%	4394 56	13322	6118 46%	4595 50

SOURCE: 1986 SHRB/SHH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	<u>TOTAL UNITED STATES</u>			<u>TOP 100 METROS</u>			<u>TOP 100 ADIS</u>		
		<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY GRP'S</u>	
	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>		<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>		<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	
EMPLOYED	104242	70206 67%	79475 76	62878	45862 73%	81887 83	88146	40359 68%	68854 78
FULL TIME	91414	61584 67%	69975 77	55371	40468 73%	45837 83	77280	52878 68%	60391 78
PART TIME	12827	8622 67%	9700 76	7507	5394 72%	6050 81	10866	7481 69%	8462 78
NOT EMPLOYED	66963	39569 59%	44099 66	37523	24958 67%	27764 74	56019	33663 60%	37551 67

SOURCE: 1986 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
	-----			-----			-----		
EMPLOYED	57062	38230	43408	34254	25006	28369	48177	32811	37631
		67%	76		73%	83		68%	78
FULL TIME	53384	35816	40896	31966	23490	26751	44987	30737	35310
		67%	77		73%	84		68%	78
PART TIME	3678	2415	2713	2288	1516	1618	3190	2075	2321
		66%	74		66%	71		65%	73
NOT EMPLOYED	23877	14103	15877	13310	9009	10074	19881	11945	13456
		59%	66		68%	76		60%	68

SOURCE: 1986 SHRB/BMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
EMPLOYED	47179	31976 68%	36067 76	28423	20856 73%	23518 82	39969	27547 69%	31222 78
FULL TIME	38030	25768 68%	29079 76	23405	16978 73%	19086 82	32293	22141 69%	25081 78
PART TIME	9149	6208 68%	6988 76	5219	3878 74%	4432 85	7676	5406 70%	6141 80
NOT EMPLOYED	43086	25466 59%	28222 66	24213	15949 66%	17691 73	36139	21718 60%	24095 67

SOURCE: 1986 SMRB/NMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY BRP'S			READ ANY GROSS IMP/ YESTERDAY BRP'S			READ ANY GROSS IMP/ YESTERDAY BRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
PROFESSIONAL, MANAGER	26750	20708 77%	24254 91	17901	14532 81%	17016 95	22777	17844 78%	21051 92
CLERICAL, SALES	33058	23616 71%	26586 80	21500	16241 76%	18103 84	28259	20610 73%	23215 82
CRAFTSMEN, FOREMEN	14784	8963 61%	9922 67	8131	5518 68%	6106 75	12376	7671 62%	8543 69
OTHER EMPLOYED	29649	16920 57%	18911 64	15345	9571 62%	10661 69	24734	14234 58%	16046 65

SOURCE: 1986 BRB/HMM

AVERAGE SUNDAY/WEFKEND READERSHIP

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S	READ ANY GROSS IMP/ YESTERDAY		GRP'S
	TOTALS (IN 000'S)		(IN 000'S)	TOTALS (IN 000'S)		(IN 000'S)	TOTALS (IN 000'S)		(IN 000'S)
	-----		-----	-----		-----	-----		-----
PROFESSIONAL:									
MANAGER	15176	12012	14159	10137	8403	9872	13064	10449	12391
		79%	93		83%	97		80%	95
CLERICAL:									
SALES	11680	8510	9783	7907	6108	6864	10124	7512	8620
		73%	84		77%	87		74%	85
CRAFTSMEN:									
FOREMEN	12311	7520	8317	6881	4668	5142	10353	6364	7074
		61%	68		68%	75		61%	68
OTHER EMPLOYED	17888	10188	11350	9330	5828	6491	14637	8486	9547
		57%	63		62%	70		58%	65

SOURCE: 1986 BMRB/BNM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADLS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
PROFESSIONAL, MANAGER	11574	8696 75%	10097 87	7764	6129 79%	7145 92	9713	7396 76%	8660 89
CLERICAL, SALES	21371	15106 71%	16803 79	13593	10134 75%	11239 83	18136	13098 72%	14594 80
OTHER EMPLOYED	14234	8174 57%	9167 64	7266	4593 63%	5134 71	12121	7053 58%	7968 66

SOURCE: 1986 SMRB/SMH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY MARITAL STATUS)

	<u>TOTAL UNITED STATES</u>			<u>TOP 100 METROS</u>			<u>TOP 100 ADIS</u>		
		<u>READ ANY GROSS IMP/ YESTERDAY ORP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY ORP'S</u>			<u>READ ANY GROSS IMP/ YESTERDAY ORP'S</u>	
	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	<u>(IN 000'S)</u>	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	<u>(IN 000'S)</u>	<u>TOTALS (IN 000'S)</u>	<u>(IN 000'S)</u>	<u>(IN 000'S)</u>
SINGLE	34323	22659 62%	25553 70	23951	16451 69%	10522 77	31529	20113 64%	22854 72
MARRIED	104447	49433 47%	78519 75	58920	43274 73%	40861 83	87022	58840 68%	46759 77
WIDOWED, DIVORCED, SEPARATED	30435	17682 58%	19702 65	17530	11093 63%	12248 70	25415	15048 59%	16790 64

SOURCE: 1964 BMRB/BNM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
		READ ANY GROSS IMP/ YESTERDAY BRP'S			READ ANY GROSS IMP/ YESTERDAY BRP'S			READ ANY GROSS IMP/ YESTERDAY BRP'S	
	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)
SINGLE	20224	12573	14295	13165	8924	10107	17454	10973	12583
		62%	71		48%	77		63%	72
MARRIED	51987	34940	39722	29546	22082	25003	43527	29746	33934
		67%	76		75%	85		68%	78
WIDOWED, DIVORCED, SEPARATED	8727	4821	5469	4853	3009	3332	7075	4038	4568
		55%	63		62%	69		57%	65

SOURCE: 1986 NRB/NNH

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES: BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADTS		
		READ ANY GROSS IMP/ YESTERDAY HRP'S			READ ANY GROSS IMP/ YESTERDAY HRP'S			READ ANY GROSS IMP/ YESTERDAY HRP'S	
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
SINGLE	14097	10087	11258	10785	7527	8415	14073	9140	10273
		43%	70		70%	78		45%	73
MARRIED	52461	34494	38796	29373	21194	23858	43495	29115	32822
		66%	74		72%	81		67%	75
WIDOWED, DIVORCED, SEPARATED	21707	12861	14234	12677	8084	8936	18540	11010	12222
		59%	66		44%	70		59%	66

SOURCE: 1984 BNRB/RHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY AGE OF CHILDREN PRESENT IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METRO			TOP 100 ADIS		
		READ ANY BOOKS IMP/ YESTERDAY IMP'S			READ ANY BOOKS IMP/ YESTERDAY IMP'S			READ ANY BOOKS IMP/ YESTERDAY IMP'S	
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
UNDER 18 YEARS	71234	44317 62%	49250 69	39695	27524 69%	30602 77	58873	37373 63%	41685 71
UNDER 2 YEARS	11444	6589 58%	7260 64	6319	4244 67%	4682 74	9457	5591 59%	4179 45
2 - 5 YEARS	25493	15344 60%	16855 66	13907	9398 68%	10307 74	20715	12645 61%	13897 67
6 - 11 YEARS	31496	19164 61%	21254 67	16825	11271 67%	12526 74	25324	15430 62%	17393 69
12 - 17 YEARS	35349	22445 63%	25128 71	19638	13946 71%	15627 80	29540	19185 65%	21576 73
NO CHILDREN	99969	45458 45%	74524 75	60705	43294 71%	49049 81	85293	56449 66%	64719 76

SOURCE: 1966 SURB/HMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY AGE OF CHILDREN PRESENT IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
		READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S	
	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)
UNDER 18 YEARS	32524	20841	23439	18083	13007	14608	26735	17519	19816
		64%	72		72%	81		66%	74
UNDER 2 YEARS	5002	3114	3567	2768	1887	2160	4103	2547	2922
		62%	71		68%	78		62%	71
2 - 5 YEARS	11447	7232	8038	6235	4356	4824	9136	5921	6567
		63%	70		70%	77		65%	72
6 - 11 YEARS	14220	8962	9992	7725	5313	5920	11450	7270	8140
		63%	70		69%	77		63%	71
12 - 17 YEARS	14611	10724	12162	9236	6773	7685	13959	9173	10498
		65%	73		73%	83		66%	75
NO CHILDREN	48416	31492	36046	29481	21008	23835	41323	27237	31271
		65%	74		71%	81		66%	76

SOURCE: 1986 AHRB/HMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES: BY AGE OF CHILDREN PRESENT IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
		READ ANY GROSS IMP/ YESTERDAY HRP'S			READ ANY GROSS IMP/ YESTERDAY HRP'S			READ ANY GROSS IMP/ YESTERDAY HRP'S	
	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)	TOTALS (IN 000'S)	(IN 000'S)	(IN 000'S)
UNDER 18 YEARS	38711	23476 61%	25811 67	21612	14519 67%	15994 74	32138	19853 62%	21869 68
UNDER 2 YEARS	6442	3475 54%	3701 57	3551	2357 66%	2522 71	5355	3044 57%	3257 61
2 - 5 YEARS	14047	8132 58%	8817 63	7672	5043 66%	5483 71	11579	6744 58%	7329 63
6 - 11 YEARS	17274	10202 59%	11263 65	9101	5958 65%	6607 73	13874	8340 60%	9253 67
12 - 17 YEARS	18758	11721 62%	12967 69	10402	7173 69%	7942 76	13581	10013 64%	11079 71
NO CHILDREN	31554	33966 66%	38477 75	31224	22286 71%	25214 81	43970	29412 67%	33448 76

SOURCE: 1986 BMRB/BMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
1 EMP. ADULT IN HOUSEHOLD	57789	34826 64%	41160 71	33676	23895 71%	26599 79	48443	31545 65%	35368 73
2 EMP. ADULTS IN HOUSEHOLD	56842	38353 67%	43495 77	33427	24199 72%	27225 81	47415	32420 69%	37122 78
3 EMP. ADULTS IN HOUSEHOLD	14376	9874 69%	11539 80	9913	7194 73%	8355 84	12760	8855 69%	10429 82
4 EMP. ADULTS IN HOUSEHOLD	3991	2719 68%	3039 76	2852	2123 74%	2407 84	3538	2447 69%	2767 78
5+ EMP. ADULTS IN HOUSEHOLD	2071	1447 70%	1823 88	1488	1085 73%	1424 96	1855	1268 68%	1431 88

8DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

SOURCE: 1984 BMRB/BMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	<u>TOTAL UNITED STATES</u>			<u>TOP 100 METROS</u>			<u>TOP 100 ADIS</u>		
	READ ANY GROSS INP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS INP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS INP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
1 EMP. ADULT IN HOUSEHOLD	28175	18183 65%	20537 73	14581	11973 72%	13387 81	23475	15664 66%	17717 75
2 EMP. ADULTS IN HOUSEHOLD	27216	18485 68%	21067 77	15944	11694 73%	13192 83	22705	15663 69%	17906 79
3 EMP. ADULTS IN HOUSEHOLD	7007	4721 67%	5554 79	4773	3380 71%	3931 82	6316	4261 67%	5052 80
4 EMP. ADULTS IN HOUSEHOLD	2284	1564 68%	1803 79	1407	1175 73%	1378 86	2036	1385 68%	1623 80
5+ EMP. ADULTS IN HOUSEHOLD	11648	820 70%	1024 88	9038	5848 73%	787 98	9748	6698 69%	873 90

SDATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

SOURCE: 1986 SMRS/BMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADJS		
	READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
1 EMP. ADULT IN HOUSEHOLD	29614	18644 63%	20623 70	17094	11922 70%	13212 77	24768	15901 64%	17651 71
2 EMP. ADULTS IN HOUSEHOLD	29624	19868 67%	22428 76	17484	12505 72%	14033 80	24909	16956 68%	19216 77
3 EMP. ADULTS IN HOUSEHOLD	7369	5153 70%	5985 81	5140	3814 74%	4424 86	6452	4595 71%	5377 83
4 EMP. ADULTS IN HOUSEHOLD	1707	1156 68%	1237 72	12468	948 76%	1029 83	1502	1062 71%	1144 76
5+ EMP. ADULTS IN HOUSEHOLD	90888	6268 69%	7998 88	68588	5028 73%	6378 93	88188	6008 68%	7598 86

§DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
 §§EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1986 SHRB/SHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY RACE)

	<u>TOTAL UNITED STATES</u>			<u>TOP 100 METROS</u>			<u>TOP 100 ADIS</u>		
		READ ANY GROSS IMP/ YESTERDAY IMP'S			READ ANY GROSS IMP/ YESTERDAY IMP'S			READ ANY GROSS IMP/ YESTERDAY IMP'S	
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
WHITE	148580	97745	110511	85686	61894	49841	124609	83329	94577
		46%	74		72%	82		47%	74
BLACK	18715	10470	11585	12070	7755	8573	16375	9367	10396
		56%	62		64%	71		57%	63
OTHER	3910	1559	1678	2644	1169	1238	3182	1325	1432
		40%	43		44%	47		42%	45

SOURCE: 1984 SMRS/HMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ARTS		
		READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S	
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
WHITE	70874	46967	53461	40927	29989	33953	59209	39977	45723
		66%	75		73%	83		68%	77
BLACK	8288	4645	5228	5292	3413	3818	7320	4152	4665
		56%	63		64%	72		57%	64
OTHER	1777	721	797	1345	612	672	1528	628	699
		41%	45		46%	50		41%	46

SOURCE: 1984 SHRB/SHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALE, BY RACE)

	TOTAL UNITED STATES			TOP 100 METRO			TOP 100 ADIS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
	-----			-----			-----		
WHITE	77705	50778 65%	57050 73	44759	31907 71%	35888 80	65400	43352 66%	48854 75
BLACK	10427	5824 56%	4357 41	4778	4341 44%	4755 70	9055	5214 58%	5731 63
OTHER	2134	930 39%	881 41	1299	554 43%	564 44	1454	497 42%	733 44

SOURCE: 1984 SMRB/BNH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
NORTHEAST	37661	28658 76%	34084 91	31160	24131 77%	28431 91	36357	27787 76%	33168 91
MIDWEST	42621	28559 67%	32320 76	19712	14774 75%	16891 86	34257	23241 68%	24407 77
SOUTH	58120	33346 57%	36215 62	27141	18321 68%	19421 72	47088	27424 58%	29348 63
WEST	32803	19212 59%	21155 64	22387	13593 61%	14909 67	24463	15570 59%	17282 65

SOURCE: 1984 SMRB/BMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METRO			TOP 100 AD18		
	READ ANY GROSS IMP/ YESTERDAY ORP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY ORP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY ORP'S TOTALS (IN 000'S) (IN 000'S)		
NORTHEAST	17368	13367 77%	16114 93	14424	11310 78%	13500 94	16750	12981 77%	15707 94
MIDWEST	20259	13802 68%	15721 78	9443	7159 76%	8192 87	16255	11188 69%	12813 79
SOUTH	27549	15737 57%	17248 63	12903	8483 67%	9260 72	72440	12956 58%	14084 63
WEST	15764	9428 60%	10400 66	10794	6862 64%	7490 69	12612	7631 61%	8481 67

SOURCE: 1984 BMRB/BMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FFHAIER, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
NORTHEAST	20293	15291 75%	17968 89	16735	12821 77%	14931 89	19607	14806 76%	17461 89
MIDWEST	22362	14757 66%	16598 74	10270	7615 74%	8699 85	18002	12053 67%	13594 76
SOUTH	30571	17609 58%	18967 62	14239	9638 68%	10160 71	24648	14467 59%	15461 63
WEST	17039	9784 57%	10755 63	11593	6731 58%	7419 64	13851	7939 57%	8801 64

SOURCE: 1984 SNRB/SHH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ARIAS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S			READ ANY GROSS IMP/ YESTERDAY GRP'S		
	TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)			TOTALS (IN 000'S) (IN 000'S)		
	-----			-----			-----		
METROPOLITAN									
CENTRAL CITY	51456	35351	39149	38826	26500	29277	44877	30745	34165
		69%	76		68%	75		69%	76
SUBURBAN	78160	55371	63147	61364	44255	50309	71047	51044	58300
		71%	81		72%	82		72%	82
NON-									
METROPOLITAN	41589	19012	21478	21188	6588	6588	28241	12233	13939
		46%	52		31%	31		43%	49

88EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1984 ENR/ENR

 AVERAGE SUNDAY/WEEKEND READERSHIP

(MILLS, BY LOCALITY TYPE)

	TOTAL UNITED STATES -----			TOP 100 METROS -----			TOP 100 ADIS -----		
	READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S			READ ANY GROSS IMP/ YESTERDAY ORP'S		
	TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)		TOTALS (IN 000'S)	(IN 000'S)	
METROPOLITAN									
CENTRAL CITY	23945	16553	18425	18083	12440	13794	20797	14356	16032
		69%	77		49%	74		69%	77
SUBURBAN	37406	26937	30923	29394	21575	24446	33807	24712	28369
		72%	83		73%	84		73%	84
NON-									
METROPOLITAN	19590	8843	10138	8888	088	088	13454	5689	6687
		45%	52		0%	0		42%	50

##EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1984 SARB/SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALE, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METRO			TOP 100 ADIR		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
METROPOLITAN									
CENTRAL CITY	27511	10839 48%	20724 75	20743	14060 48%	15481 75	24080	16388 48%	18133 75
SUBURBAN	40755	28434 70%	32224 79	31970	22680 71%	25663 80	37240	26333 71%	29932 80
NON-									
METROPOLITAN	21999	10169 46%	11340 52	12388	6588 53%	6588 53	14788	6544 44%	7252 49

88EXTREMELY SMALL SAMPLE BASE. KNOWN ONLY FOR COMPLETENESS.

SOURCE: 1986 SHRB/SHH

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 MFTROS			TOP 100 ADLS		
	READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY GRP'S TOTALS (IN 000'S) (IN 000'S)		
RESIDENCE OWNED	118918	80217 67%	91378 77	67678	50624 75%	57637 85	99418	68309 69%	78152 79
VALUE OF RESIDENCE -									
\$100,000+	24561	19442 79%	22925 93	20276	16396 81%	19388 96	22661	18125 80%	21486 95
\$70,000 - \$99,999	25653	19249 75%	21998 86	17930	13705 76%	15384 86	22619	17133 76%	19576 87
\$50,000 - \$69,999	23693	16572 70%	18613 79	12958	9636 74%	10757 83	19784	13939 70%	15674 79
\$40,000 - \$49,999	12555	8111 65%	9030 72	5452	3847 71%	4274 78	9632	6342 66%	7077 73
\$30,000 - \$39,999	15004	8407 56%	9302 62	5806	3707 64%	4110 71	11731	6530 56%	7242 62
< \$30,000	17452	8436 48%	9510 54	5257	3334 63%	3726 71	12991	6239 48%	7097 58
DO NOT OWN A RESIDENCE	52287	29558 57%	32396 62	32722	20195 62%	22014 67	44748	25713 57%	28253 63

SOURCE: 1986 SMRB/MM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	-----			-----			-----		
	READ ANY GROSS IMP/ YESTERDAY ORP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY ORP'S TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY ORP'S TOTALS (IN 000'S) (IN 000'S)		
	-----			-----			-----		
RESIDENCE OWNED	56840	38590 68%	44278 78	32665	24684 76%	28254 86	47695	32940 69%	38013 80
VALUE OF RESIDENCE -									

\$100,000+	12257	9920 81%	11829 97	10100	8304 82%	9943 98	11254	9195 82%	11045 98
\$70,000 - \$99,999	12512	9389 75%	10683 85	8940	6772 76%	7392 83	10957	8272 75%	9389 86
\$50,000 - \$69,999	11155	7705 69%	8708 78	6093	4546 75%	5078 83	9327	6510 70%	7420 80
\$40,000 - \$49,999	5962	3930 66%	4491 75	2619	1885 72%	2158 82	4693	3113 66%	3573 76
\$30,000 - \$39,999	6846	3748 55%	4197 61	2697	1722 64%	1918 71	5450	2997 55%	3382 62
< \$30,000	8108	3898 48%	4370 54	2216	1455 66%	1565 71	6013	2853 47%	3206 53
DO NOT OWN A RESIDENCE	24100	13743 57%	15208 63	14899	9330 63%	10189 68	20363	11817 58%	13072 64

SOURCE: 1984 BMRB/WHM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	READ ANY GROSS IMP/ YESTERDAY TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY TOTALS (IN 000'S) (IN 000'S)			READ ANY GROSS IMP/ YESTERDAY TOTALS (IN 000'S) (IN 000'S)		
RESIDENCE OWNED	42078	41626 67%	47100 76	35013	25940 74%	29383 84	51723	35369 68%	40137 78
VALUE OF RESIDENCE -									
\$100,000+	12304	9521 77%	11096 90	10176	8092 80%	9445 93	11407	8930 78%	10442 92
\$70,000 - \$99,999	13141	9860 75%	11315 86	8990	6933 77%	7792 87	11661	8862 76%	10187 87
\$50,000 - \$69,999	12538	8867 71%	9905 79	6865	5090 74%	5678 83	10457	7428 71%	8253 79
\$40,000 - \$49,999	6593	4181 63%	4539 69	2833	1963 69%	2116 75	4939	3230 65%	3504 71
\$30,000 - \$39,999	8158	4659 57%	5104 63	3109	1984 64%	2191 70	6281	3533 56%	3860 61
< \$30,000	9343	4538 49%	5141 55	3041	1878 62%	2161 71	6978	3386 49%	3891 56
DO NOT OWN A RESIDENCE	28188	15815 56%	17189 61	17823	10865 61%	11825 66	24385	13896 57%	15181 62

SOURCE: 1984 NMRB/BNM